

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2016/2017

BBS2044 – BUSINESS AND SOCIETY

(All sections / Groups)

12 OCTOBER 2016
2.30 p.m. – 4.30 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of 3 pages including cover page with Four (4) questions only.
2. Attempt **ALL** questions. All questions carry equal marks and the distribution of the marks for each question is given.
3. Please write all your answer in the Answer Booklet provided.

QUESTION 1

- a. "Profits is undoubtedly the ultimate goal of all business, but honesty is always the best policy and it pays to be honest" (Prof Dr. Albert Tan, The Star, 2015). Based on this statement, why does unethical behavior occurs in business?

(12 marks)

- b. We are currently living in the Cyber Age, where internet and computers have major impacts on our way of living, social life and the way businesses is conducted. However, with the growth, network security has become a major concern as cybercrimes have emerged rapidly in the past few years. What are the proactive measures that can be taken by users to protect them from being the victim of cyber criminals.

(13 marks)

(Total 25 Marks)

QUESTION 2

- a. Some view stakeholders as a group to be managed for the benefit of the firm and its owners. Others view stakeholders as groups to whom the firm has certain responsibilities that are equally important to duties owed to owners. Discuss the opportunities and challenges business encounter with their stakeholders in their day to day relationship?

(12 marks)

- b. ENRON is one of the most discussed governance failures in the past. Discuss the strategies or policies a business can implement to practice good corporate governance.

(13 marks)

(Total 25 Marks)

QUESTION 3

- a. Discuss some of the negative impacts that corporations caused on the environment by referring to some examples you have come across during the course. Provide recommendations on how ethics can be applied in response to environmental issues?

(13 marks)

- b. Most employees in developed nations enjoy important legal guarantees. Discuss briefly **THREE (3)** employees rights.

(12 marks)

(Total 25 Marks)

QUESTION 4

- a. Consumerism or consumer movement refers to the collective efforts of consumers in many countries to safeguard their own rights. Discuss **FOUR (4)** of the reasons for the creation of such movement.

(13 marks)

- b. The government's role in the regulation of business has ensured its place among the major stakeholders which business must establish an effective working relationship to survive and prosper. As such, what are the benefits for other stakeholders through the presence of government regulation?

(12 marks)

(Total 25 Marks)

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